

**In the claims:**

Presented below are the claims, as amended, with changes entered and not marked.

1 <sup>1</sup>/<sub>29</sub>. (Amended) A method comprising:  
2 presenting a broadcast to a viewer;  
3 receiving viewer feedback to the broadcast including providing a  
4 questionnaire in response to a request from a viewer to provide feedback;  
5 generating a rating of the broadcast based at least in part on the received  
6 viewer feedback to the broadcast, the rating indicating a likelihood of interest in the  
7 first broadcast for potential subsequent viewers; and  
8 providing the rating of the broadcast to potential subsequent viewers.

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1 <sup>2</sup>/<sub>30</sub>. (Unchanged) The method of claim <sup>1</sup>/<sub>29</sub> wherein receiving viewer feedback  
2 comprises receiving viewer feedback after a broadcast.

1 <sup>3</sup>/<sub>32</sub>. (Amended) The method of claim <sup>1</sup>/<sub>29</sub> wherein the request from a viewer comprises  
2 an identification of one from among a list of recently viewed broadcasts.

1 <sup>4</sup>/<sub>33</sub>. (Unchanged) The method of Claim <sup>1</sup>/<sub>29</sub> wherein receiving viewer feedback  
2 comprises receiving answers to a questionnaire, the questionnaire including questions that are  
3 specific to the broadcast.

1 <sup>5</sup>/<sub>34</sub>. (Unchanged) The method of claim <sup>1</sup>/<sub>29</sub> further comprising offering an incentive to  
2 the viewer to encourage the viewer to provide viewer feedback.

1 <sup>6</sup>/<sub>35</sub>. (Unchanged) The method of claim <sup>1</sup>/<sub>29</sub> wherein receiving viewer feedback  
2 comprises receiving viewer feedback at a programming guide server from a system controller  
3 of a viewer entertainment system.

1 <sup>7</sup>  
~~36~~. (Unchanged) The method of claim <sup>1</sup>~~29~~ further comprising receiving viewer  
2 characteristic information along with the viewer feedback.

1 <sup>8</sup>  
~~37~~. (Unchanged) The method of claim <sup>7</sup>~~36~~ further comprising storing the viewer  
2 characteristic information in a system controller of a viewer entertainment system.

1 <sup>9</sup>  
~~38~~. (Unchanged) The method of claim <sup>1</sup>~~36~~ wherein the viewer characteristic  
2 information includes hardware capabilities of a viewer entertainment system.

1 <sup>10</sup>  
~~39~~. (Unchanged) The method of claim <sup>1</sup>~~29~~ wherein the rating comprises an indication  
2 of a proportion of viewer feedback which is positive toward the broadcast.

1 <sup>11</sup>  
~~40~~. (Unchanged) The method of claim <sup>7</sup>~~36~~ wherein generating a rating comprises  
2 generating a rating using the viewer characteristic information to generate separate ratings for  
3 different categories of viewers.

1 <sup>12</sup>  
~~41~~. (Unchanged) The method of claim <sup>1</sup>~~29~~ further comprising providing the rating of  
2 the broadcast to programming providers.

1 <sup>13</sup>  
~~42~~. (Unchanged) The method of claim <sup>1</sup>~~29~~ wherein providing the rating comprises  
2 providing the rating along with a programming guide.

1 <sup>14</sup>  
~~43~~. (Unchanged) The method of claim <sup>1</sup>~~29~~ wherein providing the rating comprises  
2 repeatedly updating provided ratings as viewer feedback is received.

1 <sup>15</sup>  
~~44~~. (Unchanged) The method of claim <sup>1</sup>~~29~~ further comprising presenting a  
2 programming guide of available broadcasts to a viewer wherein the available broadcasts are  
3 ranked based on the rating.

1 <sup>16</sup>  
~~45~~. (Unchanged) The method of claim <sup>7</sup>~~36~~ further comprising:  
2 assembling a list of available broadcasts using viewer characteristic information for a  
3 selected viewer;

4 ranking the available broadcasts in the list based on the rating for each respective  
5 broadcast; and

6 presenting a programming guide showing the ranked list to the selected viewer.

1 <sup>17</sup>~~46~~. (Unchanged) The method of claim <sup>7</sup>~~36~~ further comprising presenting a

2 programming guide of available broadcasts to a viewer wherein the available broadcasts are  
3 ranked based on the rating and on the viewer characteristic information.

1 <sup>18</sup>~~47~~. (Unchanged) The method of claim <sup>7</sup>~~36~~ further comprising presenting a

2 programming guide of available broadcasts to a viewer wherein the available broadcasts are  
3 ranked based on viewer characteristic information.

1 <sup>19</sup>~~48~~. (Amended) A method comprising:

2 receiving viewer feedback to a broadcast from a plurality of different viewers  
3 of the broadcast including providing a questionnaire <sup>in response to a request from</sup> to a viewer to provide feedback;

4 generating a rating of the broadcast based at least in part on the received  
5 viewer feedback to the broadcast, the rating indicating a likelihood of interest in the  
6 first broadcast for potential subsequent viewers; and

7 providing the rating of the broadcast through an electronic communications  
8 device for display to potential subsequent viewers of the broadcast.

1 <sup>20</sup>~~50~~. (Unchanged) The method of Claim <sup>19</sup>~~48~~ wherein receiving viewer feedback  
2 comprises receiving answers to a questionnaire, the questionnaire including questions that are  
3 specific to the broadcast.

1 <sup>21</sup>~~51~~. (Unchanged) The method of claim <sup>19</sup>~~48~~ further comprising offering an incentive to  
2 the viewer to encourage the viewer to provide viewer feedback.

1 <sup>22</sup>~~52~~. (Unchanged) The method of claim <sup>19</sup>~~48~~ further comprising receiving viewer  
2 characteristic information along with the viewer feedback.

1 <sup>23</sup>~~53~~. (Unchanged) The method of claim <sup>22</sup>~~52~~ wherein the viewer characteristic  
2 information includes hardware capabilities of a viewer entertainment system.

1 <sup>24</sup>~~54~~. (Unchanged) The method of claim <sup>22</sup>~~52~~ wherein generating a rating comprises  
2 generating a rating using the viewer characteristic information to generate separate ratings for  
3 different categories of viewers.

1 <sup>25</sup>~~55~~. (Unchanged) The method of claim <sup>19</sup>~~48~~ wherein providing the rating comprises  
2 providing the rating along with a programming guide.

1 <sup>26</sup>~~56~~. (Unchanged) The method of claim <sup>19</sup>~~48~~ wherein providing the rating comprises  
2 repeatedly updating provided ratings as further feedback from additional ones of the plurality  
3 of viewers is received.

1 <sup>27</sup>~~57~~. (Unchanged) The method of claim <sup>19</sup>~~48~~ further comprising presenting a  
2 programming guide of available broadcasts to a viewer wherein the available broadcasts are  
3 ranked based on the rating.

1 <sup>28</sup>~~58~~. (Unchanged) The method of claim <sup>22</sup>~~52~~ further comprising:

2 assembling a list of available broadcasts using viewer characteristic information for a  
3 selected viewer;

4 ranking the available broadcasts in the list based on the rating for each respective  
5 broadcast; and

6 presenting a programming guide showing the ranked list to the selected viewer.

B1  
Cont.

29  
59. (Unchanged) The method of claim 22 further comprising presenting a  
programming guide of available broadcasts to a viewer wherein the available broadcasts are  
ranked based on viewer characteristic information.

30  
60. (Amended) A machine-readable medium having stored thereon data representing  
sequences of instructions which, when executed by a machine, cause the machine to perform  
operations comprising:

presenting a broadcast to a viewer;  
receiving viewer feedback to the broadcast including providing a  
questionnaire in response to a request from a viewer to provide feedback;  
generating a rating of the broadcast based at least in part on the received  
viewer feedback to the broadcast, the rating indicating a likelihood of interest in the  
first broadcast for potential subsequent viewers; and  
providing the rating of the broadcast to potential subsequent viewers.

31  
61. (Unchanged) The medium of claim 30 wherein the instructions causing the  
machine to perform operations comprising generating a rating further comprise instructions  
causing the machine to perform operations comprising generating a rating using viewer  
characteristic information to generate separate ratings for different categories of viewers.

32  
62. (Unchanged) The medium of claim 30, the instructions causing the machine to  
perform operations further comprising:  
assembling a list of available broadcasts using viewer characteristic information for a  
selected viewer;  
ranking the available broadcasts in the list based on the rating for each respective  
broadcast; and

7 presenting a programming guide showing the ranked list to the selected viewer.

1 <sup>33</sup>  
~~64~~. (Amended) A machine-readable medium having stored thereon data representing  
2 sequences of instructions which, when executed by a machine, cause the machine to perform  
3 operations comprising:

4 receiving viewer feedback to a broadcast from a plurality of different viewers of the  
5 broadcast;

6 generating a rating of the broadcast based at least in part on the received viewer  
7 feedback to the broadcast, the rating indicating a likelihood of interest in the first broadcast  
8 for potential subsequent viewers and the rating using viewer characteristic information to  
9 generate separate ratings for different categories of viewers; and

10 providing the rating of the broadcast through an electronic communications device for  
11 display to potential subsequent viewers of the broadcast.

1 <sup>34</sup>  
~~66~~. (Unchanged) The medium of claim <sup>33</sup>~~64~~ wherein the instructions causing the  
2 machine to perform operations comprising providing the rating further comprise instructions  
3 causing the machine to perform operations comprising providing the rating along with a  
4 programming guide.

1 <sup>35</sup>  
~~67~~. (Unchanged) The medium of claim <sup>33</sup>~~64~~, the instructions causing the machine to  
2 perform operations further comprising:

3 assembling a list of available broadcasts using viewer characteristic information for a  
4 selected viewer;

5 ranking the available broadcasts in the list based on the rating for each respective  
6 broadcast; and

7 presenting a programming guide showing the ranked list to the selected viewer.

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36  
68. (Amended) An entertainment system controller comprising:

a storage medium to store a questionnaire regarding a broadcast that is presented to a viewer on a display device;

control circuitry to provide a feedback questionnaire to a viewer of the broadcast, the control circuitry retrieving the questionnaire from the storage medium in response to a request from the viewer;

a viewer interface to receive viewer feedback to the broadcast based on the feedback questionnaire; and

a communications interface to provide the viewer feedback to the broadcast to a server system and to receive ratings from the server system regarding other available broadcasts based on viewer feedback from other viewers, the ratings indicating a likelihood of interest in the available broadcasts for the viewer,

wherein the control circuitry further provides the ratings regarding other available broadcasts to the viewer.

B1 Cont.  
37  
30. (Unchanged) The entertainment system controller of claim 36 wherein the communications interface comprises at least one of a local area network, a wide area network, internet, cable television line, twisted pair line, fiber optic line, or radio frequency communications interface.

38  
36  
31. (Unchanged) The entertainment system controller of claim 36 wherein the communications interface provides viewer characteristic information to the server system along with the viewer feedback.

1 <sup>39</sup>~~32~~. (Amended) The entertainment system controller of claim <sup>36</sup>~~68~~ further comprising a  
2 register containing information regarding the entertainment system of the viewer and wherein  
3 the communications interface provides hardware capabilities information from the register to  
4 the server system along with the viewer feedback.

1 <sup>40</sup>~~35~~. (Unchanged) The entertainment system controller of claim <sup>36</sup>~~68~~ further comprising  
2 a storage medium to store information regarding available broadcasts and wherein the control  
3 circuitry

4 assembles a list of available broadcasts using viewer characteristic information for a  
5 selected viewer;

6 ranks the available broadcasts in the list based on the rating for each respective  
7 broadcast; and

8 presents a programming guide showing the ranked list to the selected viewer.

1 <sup>41</sup>~~34~~. (Amended) An entertainment server system comprising:

2 a communications interface to receive viewer feedback to a broadcast from a plurality  
3 of different viewers of the broadcast, the communications interface receiving viewer  
4 characteristic information along with the viewer feedback; and

5 a processor to generate a rating of the broadcast based at least in part on the received  
6 viewer feedback to the broadcast, the rating indicating a likelihood of interest in the first  
7 broadcast for potential subsequent viewers, the rating being generated using the viewer  
8 characteristic information to generate separate ratings for different categories of viewers,  
9 wherein

10 the communications interface provides the rating of the broadcast to viewer  
11 entertainment systems for display to potential subsequent viewers of the broadcast.



1 <sup>42</sup>~~75~~. (Unchanged) The system of claim <sup>41</sup>~~74~~ further comprising a programming guide  
2 server to provide a programming guide to viewer entertainment systems through the  
3 communications interface the broadcasts of the programming guide being associated with a  
4 rating.

1 <sup>43</sup>~~77~~. (Unchanged) The system of claim <sup>41</sup>~~74~~ further comprising a storage medium to  
2 store information regarding available broadcasts and wherein the control circuitry  
3 assembles a list of available broadcasts using viewer characteristic information for  
4 a selected viewer;  
5 ranks the available broadcasts in the list based on the rating for each respective  
6 broadcast; and  
7 wherein the communications interface provides a programming guide showing the  
8 ranked list to an entertainment system of the selected viewer.

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